

## CLAIMS

What is claimed is:

1. A packaged delivery system for point-of-sale activation of products or services to be delivered, said packaged delivery system comprising:

a package;

at least one component related to the products or services to be delivered, said at least one component being retained within said package when said package is in a closed position;

a card secured to said package, said card having a data-encoded portion, said data-encoded portion being displaced relative to said package whereby said data-encoded portion is exposed and accessible at the point of sale of the products or services to be delivered, said data-encoded portion including data that allows the activation process to begin through a point-of-sale activation device;

wherein said data is associated with the products or services to be delivered.

2. The packaged delivery system as recited in claim 1, wherein:

said data-encoded portion of said card includes a unique control number; and  
said card further includes a personal identification number applied to a surface of said card, said unique control number and said personal identification number being associated with one another and with the products or services to be delivered.

3. The packaged delivery system as recited in claim 1, wherein:

said package includes a first panel and a second panel attached to said first panel, said first and second panels being in substantially congruent relationship with one another when said package is in a closed position.

4. The packaged delivery system as recited in claim 3, wherein:

said package further includes a pocket secured to one of said first and second panels;

said at least one component related to the products or services to be delivered is retained within said pocket when said package is closed, said at least one component

- 5 being removable from said package when said package is open.

5. The packaged delivery system as recited in claim 4, wherein:  
said card is secured to said one of said first and second panels.

6. The packaged delivery system as recited in claim 4, wherein:  
said card is secured to the other of said first and second panels.

7. The packaged delivery system as recited in claim 1, wherein:  
said at least one component related to the products or services to be delivered is selected from the group consisting of: a CD, CDs, a CVD, CVDs, publications, collateral printed materials, a gift box containing at least one additional card and gift boxes, each

- 5 containing at least one additional card.

8. The packaged delivery system as recited in claim 1, wherein:  
said data-encoded portion of said card is a magnetic strip.

9. The packaged delivery system as recited in claim 2, further including:  
tamper evident means for providing an indication if said personal identification number is secure.

10. The packaged delivery system as recited in claim 9, wherein:  
said tamper evident means is an opaque scratch-off material obscuring said personal identification number during display of said packaged delivery system.

11. The packaged delivery system as recited in claim 2, wherein:  
said personal identification number is obscured by said package when said package is closed.

12. A packaged delivery system for point-of-sale activation of products or

*Sub A2*

services to be delivered, said packaged delivery system comprising:

a package;

at least one component related to the products or services to be delivered, said at

5 least one component being retained within the package;

a card secured to said package, said card including a personal identification  
number applied to a surface of said card, said personal identification number being  
associated with the products or services to be delivered;

a unique control number being associated with said personal identification number  
10 and the products or services to be delivered, said unique control number being encoded on  
one of said package, said card and said at least one component related to the products or  
services to be delivered.

13. A package for use in a packaged delivery system for point-of-sale activation of  
products or services to be delivered, the package adapted for securing a first card thereto  
and for retaining at least one component related to the products or services to be  
delivered, the first card including a personal identification number related to the products  
5 or services to be delivered, said package including:

a first panel;

a second panel attached to said first panel, said first and second panels being in  
substantially congruent relationship with one another when said package is in a closed  
position;

10 means for retaining said at least one component related to the products or services  
to be delivered within said package when said package is in a closed position, said at least  
one component being removable from said package when said package is in an open  
position;

means for securing said card to one of said first and second panels.

14. The package as recited in claim 13, wherein:

Sub 03  
5 said means for retaining is attached to said one of said first and second panels.

15. The package as recited in claim 14, wherein:

said means for retaining is a pocket.

16. The package as recited in claim 13, wherein:

said means for retaining is attached to the other of said first and second panels.

- 5 17. The package as recited in claim 16, wherein:

said means for retaining is a pocket.

18. The package as recited in claim 13, wherein:

said first panel is bonded to said second panel when said package is closed.

19. A method of activating delivery of goods or services at the point-of-sale, the

method comprising the steps of:

(a) associating a personal identification number with goods or services;

(b) associating a number with said personal identification number;

(c) using a point of sale activation device to transmit said number to a

processing apparatus;

(d) activating said personal identification number by said processing apparatus; and

(e) then activating delivery of said goods or services by said processing

10 apparatus.

20. The method of claim 19, wherein said number is selected from the group

consisting of: a control number, a serial number and an identity number of a chip.

21. The method of claim 19, wherein said number is encoded on a data encoded strip.

22. The method of claim 21, wherein said data encoded strip is selected from the

group consisting of: magnetic strip, bar code, or chip.

23. The method of claim 21, wherein said data encoded strip is on a card.

24. The method of claim 21, wherein said data encoded strip is on a package.

25. A method of using a number encoded on a package to provide point-of -sale delivery of goods or services, the method comprising the steps of:

- (a) associating a number with goods or services;
- (b) encoding said number on to a package;
- 5 (c) then using a point-of-sale activation device to transmit said number to a processing apparatus;
- (d) then activating ~~said~~ number by said processing apparatus; and
- (e) then activating delivery of said goods or services by said processing apparatus.

26. The method of claim 25, wherein said number is encoded as a bar code.

27. The method of claim 25, wherein said number is selected from the group consisting of: a control number, a serial number and an identity number of a chip.

28. The method of claim 25, wherein the number encoded on said package is obscured with tamper evident means comprising a sticker affixed to said package.

29. A method of delivering a product to a buyer from a provider that facilitates licensing control of the product; the method comprising:

- (a) associating a personal identification number with a product;
- (b) encoding said personal identification number on to a data encoded strip;
- 5 (c) then using a point-of-sale activation device to activate said personal identification number;
- (d) providing said buyer with said personal identification number;
- (e) providing said identification number from said buyer to a provider;
- (f) requesting product registration by said provider from said buyer;
- 10 (g) receiving product registration by said provider from said buyer;

(h) creating a unique identification number associated with a buyer's computer program, said unique identification number being required to access said product;

(i) embedding said unique identification number into said product; and

5 (j) delivering said product with said embedded unique identification number.

30. The method of claim 29, wherein said product registration includes the serial number of a buyer's computer.

31. The method of claim 29, wherein said product registration includes the serial number of a buyer's hard drive.

10 32. The method of claim 29, wherein said product is software.